

The situation of the seafood products market, is it possible to be more competitive? PrimeFish project (H2020)

Goals of the session

- To understand the development of new tools to back the **strategic and operational decision making** process.
- **To identify and measure** the key variables in the **competitiveness** of seafood products.
- To analyse the launching process of **news products and key success factors**.
- **To look** at the entire value chain of **seafood products**.
- To understand how **stakeholders' participation** enhances research outcomes and contributes to strengthen competitiveness.

6 th October	Speaker / Facilitator	Title
8:45 – 9:00		Registration of participants
9:00 – 9:15	Rosa Chapela	Welcome and introduction round
9:15 – 9:25	Gudmundur Stefánsson	The PrimeFish Project, setting the scene
9:25 – 9:45	Heiner Lehr	Building upon competitiveness: PrimeFish tools to take strategic and operational decisions
9:45 – 10:10	Sveinn Agnarsson and Heather Manuel	Understanding the socioeconomic environment: a tool to review your competitiveness
10:10 – 10:30	Rosa Chapela, José L. Santiago, Mercedes Fernández	Are we looking through the right glasses the real world of fisheries and aquaculture?
10:30 – 10:45	Coffee Break	
10:45 – 11:05	Francis Murray	The seafood value chain in the spotlight: the aquaculture and fisheries cases
11:05 – 11:45	Rosa Chapela, José L. Santiago, Mercedes Fernández	The supplier side: dynamics to review and improve the value chain analyser
11:45 – 12:05	Birgit Hagen	Unleashing innovation in seafood products: the match of public, price and product
12:05 – 12:45	Rosa Chapela, José L. Santiago, Mercedes Fernández	The demand side: dynamics to review and improve the product success check tool
12:45 – 12:55	José L. Santiago	Creating shared conclusions and review
12:55 – 13:00	Rosa Chapela	Closure and take-home message
13:00 – 14:00	Lunch	

Target Audience

Seafood companies staff, aquaculture producers, processing companies, market analysts, policy-makers, university students and other stakeholders interested on the creation of products and strategies to enhance the productivity of the seafood value chain and on the competitiveness in the national, European and international market.